

QUICK REFERENCE GUIDE TO SENIOR PROJECT FRESH/MARKET FRESH 2011

CONTACT INFORMATION:

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NEW FOR 2011:

- ✓ New name: Senior Project FRESH will be known by "Market FRESH" starting this year. For 2011, we will use both names, "Senior Project FRESH/Market FRESH" so former participants both on the market side and consumer side will know it is the same program.
- ✓ Separate from WIC: Senior Project FRESH/Market FRESH and the WIC Project FRESH will be operating separately beginning this year, meaning that Market Masters and Farmers will have two sets of agreements. There will also be two types of coupons and two lists of eligible foods.
- ✓ New Market Master Number: As we are now separate from WIC, you will be assigned a new Market Master Number. It will start with an "OSA" so you will know that it is the "M"arket "F"RESH program. You will be asked to write the number on the coupon. No stamps will be issued.
- ✓ New eligible foods for Senior Project FRESH/Market FRESH participants: The aging network works with older Michiganians and adults with disabilities to help them have a high quality of life which includes making good food choices. We encourage alternatives to salt- which are herbs and spices. So beginning in 2011, Senior Project FRESH/Market FRESH clients have a much more complete list of products they can use their coupons for to encourage them to find salt alternatives.
- ✓ New coupon redemption process. Market Masters will be receiving complete instructions prior to June 1 as to how to redeem coupons. Senior Project FRESH/Market FRESH has a fiscal intermediary that will be collecting coupons and reimbursing you with a check. Checks will be issued 2 times per month beginning in June for coupons that have been mailed in. We encourage you to take advantage of the new system and to submit your coupons frequently. There will be no advance payments for Senior Project FRESH/Market FRESH from the State of Michigan.
- ✓ Communication. In addition to what is already in place, the Michigan Office of Services to the Aging will be constructing a new website that will include forms and other useful information for farmers, lead agencies and participants. As soon as it is ready to go, we will notify the Farmers Market Listserv. During the season, OSA also hosts conference calls for the lead agencies to discuss Senior Project FRESH/Market FRESH. Farmers are always welcome to participate.
- ✓ New Training Format: Trainings for Senior Project FRESH/Market FRESH will be conducted in one of three ways: in person, via webinar, or be self-managed on

a website, such as with powerpoints. You will have an opportunity to choose which works best for you.

LOGISTICS OF SENIOR PROJECT FRESH/MARKET FRESH:

- ✓ Eligibility for coupons remains the same:
 - 60 years of age or older
 - Total household income of 185% of poverty or less (approx. \$14,000/yr household of 2)
 - Live in the county of issuance (Although they can use the coupons at any participating market in the State).
- ✓ Participants will be given coupons by a lead agency. (one per county, except in Wayne- they have 2). Lead agency will:
 - Have participants fill out application form
 - Sign coupon register
 - Sign coupon holder
 - Educate participant on how program works
- ✓ If participant has a proxy, the proxy will also sign the coupon register and the coupon holder.
- ✓ When participant and/or proxy present coupons to you, have one or both sign the coupon and compare signatures to the coupon holder.
- ✓ If they match, sell the product(s) to the participant. Do not give change. If necessary, remind participant that they can supplement with cash.
- ✓ You may want to 'pre-package' some items together to total multiples of \$2.00. Each participant gets a minimum of ten, \$2.00 coupons.
- ✓ Coupons will be three to a sheet on perforated paper this year. They will look and feel different from previous years. A sample is enclosed. This years color is light blue.
- ✓ Farmers will add their farmer number to the coupon as they have in the past and submit the coupons to the Market Master.
- ✓ Market Masters then submit the coupons to the fiscal intermediary and will be reimbursed, so they can reimburse the farmers.

\$2

**MICHIGAN OFFICE OF SERVICES TO THE AGING
SENIOR FARMERS NUTRITION PROGRAM
MARKET FRESH 2011**

\$2

**This coupon is good for Michigan-grown, unprocessed products.
May only be used at farmers markets and roadside stands displaying the sign
"Market FRESH Welcome Here"**

MARKET MASTER NUMBER	FARMER NUMBER
Coupon number	

Signature of Market FRESH participant/proxy
COUPON EXPIRES OCTOBER 31, 2011
Market Master must submit for payment by November 10, 2011

No change is permitted Please see list of eligible items

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**MICHIGAN OFFICE OF SERVICES TO
THE AGING
SENIOR FARMERS MARKET
NUTRITION PROGRAM
MARKET FRESH 2011**

ISSUED TO:

SIGNATURE:

FOLD ALONG DASHED LINE

PROXY NAME:

PROXY SIGNATURE:

PROXY NAME:

PROXY SIGNATURE:

SENIOR PROJECT FRESH 2011
ELIGIBLE PRODUCTS

<u>FRUITS</u>	<u>HERBS</u>	<u>VEGETABLES</u>
<p> APPLES BLACKBERRIES BLUEBERRIES CANTALOUPE CHERRIES CRANBERRIES CURRANTS ELDERBERRIES GRAPES PEACHES PEARS PLUMS RASPBERRIES STRAWBERRIES WATERMELON </p> <p> <u>OTHER</u> Honey </p>	<p> BASIL CELERIAC CHIVES CILANTRO CUTTING CELERY DILL EPAZOTE FENNEL GARLIC LEMON BALM LEMON GRASS LOVAGE MARJORAM MINT OREGANO PARSLEY ROSEMARY SAGE SORREL SUMMER SAVORY TARRAGON THYME </p>	<p> ASPARAGUS BEANS BEETS BOK CHOY BROCCOLI BRUSSELS SPROUTS CABBAGE CARROTS CAULIFLOWER CELERY CORN CUCUMBER EGGPLANT GREENS (ALL) KOHLRABI LEEKs LETTUCE MUSHROOMS OKRA ONION PARSNIPS PEAS PEPPERS POTATOES PUMPKIN RADISHES RHUBARB RUTABAGAS SCALLIONS SPINACH SQUASH SUNCHOKES SWISS CHARD TOMATILLA TOMATOES TURNIPS WATERCRESS ZUCCHINI </p>